

Agency Taxonomy Planning

Definition of Taxonomy

- Taxonomy is a way to organize things into logical groupings based on their content.
- This orderly classification of content in georgia.gov is for the purpose of integrating agency information within the georgia.gov framework.
- Using the georgia.gov taxonomy, agencies will organize their data by mapping their documents to one or more specific categories.

What is the value?

- Provides a professional, organized look, and improves navigational structure.
- Allows a constituent to access information and services easily and quickly either from agency to agency or by categories.
- Helps to organize the ever-growing amount of electronic data in a standardized manner.

Agency Preparation Prior to Subportal Training

Before training is scheduled, there are several important steps and decisions to consider. The training process allows you to work with real content which gives you the opportunity to immediately begin building your Subportal during your training.

With this in mind, you can see that making decisions, setting guidelines and planning is of utmost importance prior to training and building your Subportal.

We suggest the following to help you transition your content:

- analyze your content – make sure it is up-to-date and still applicable
- writing or editing tip: when possible, make the online word count for a given topic about half the word count used when writing for print
- make decisions on logical groupings - create an outline or storyboard, if necessary, and begin to map out your navigation (channels and subchannels*)

Channel – Channels are navigational pages on your sited and act as content containers. They enable users to navigate to specific associated content. As an example, “About Us” would be a channel. Links to channels will be automatically generated on your sitemap.

Subchannel – A subchannel is a category under a channel. As an example, “Leadership” might be a subchannel under the “About Us” channel.

Content – Articles, images, files and links that are assigned to navigational channels. Links to content do not appear in your sitemap.

TIP



Any page of content requiring more than 2 associated links (articles, PDFs, word documents, external links, etc.) will need to be a subchannel. The GTA Creative Coordinator will discuss this with you in further detail.

Standard Subportal Taxonomy

This is your starting point. You begin by thinking about how your information can be grouped into one or more of these categories. You will also have many options for other quick links on your home page in addition to these main navigation channels.

About Us
Divisions and Offices
Contact Information
Services
News and Events
Agency Specific 1
Agency Specific 2

Secondary links: FAQs | Sitemap | Career Opportunities | Employee Intranet

Mapping Content

The main navigational channels can have multiple subchannels if you need to organize and separate your topics into a deeper navigation; but, at a minimum, a channel must have at least one page of content (paragraphs or links) or have subchannels assigned. The following outline will guide you through getting your content organized.

Home page:

- Prepare content for welcome message
- Identify and prepare content and/or links for each home page zone, including FAQ and Career Opportunities. The FAQ section is also a very important tool for your constituents and the Portal Contact Center.
- Identify and prepare home page image and agency logo

Main channels (About Us, Divisions and Offices, Contact Information, Services, News & Events, and Agency Specific channels):

- Prepare content and identify links for each channel
- Determine if subchannels are needed - prepare content and identify links for each one
- Write short “teaser” descriptions for subchannels if desired

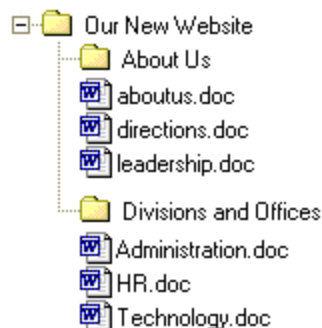
Example:

Internet Broadcasts >> Title text and link
View live or archived audio and video broadcasts >> teaser description
of legislative sessions and special events.



TIP

An easy way to organize your information is to save text documents, PDFs, and images in a title and folder structure similar to the navigation of your site. You will then be ready to just copy your text and paste into the content management system when you are building your site.



Channel and Subchannel examples:

About Us

History
Mission
Leadership
Board Members

Divisions and Offices

Administration
Executive
Human Resources
Purchasing

Contact Information

Email Form
Directions

Services:

Online License Registration
Bid Opportunities
Forms

News & Events

2004
2003

Forms (example of using an agency specific channel)

Business
Personal

Note: If you plan to use an Acronym for a channel name, make sure you spell out the acronym in the channel description so that everyone understands its meaning.

Example:

HR

Office of Human Resources

- Categorizing your content doesn't mean that content has to live in one place.
- You may tag (assign) a single content item to as many different channels as needed.
- The benefit of multiple page tagging is apparent when this content item has to be updated – it only has to be opened and edited one time no matter how many different channels (pages) it is mapped to.

As you get deeper into your content, you will find that more subchannels may be required. Channels on a subportal can be nested as many levels deep as necessary to support your site's taxonomy. After the second level, a "Back To" section displays and expands to show each previous channel in succession as the user proceeds deeper into the navigation.

Services

License Renewal
Document Ordering
Tax Forms
Personal *
Corporate



A user who has navigated to the Personal channel would see this "Back to" section:

Back to:

Tax Forms
Document Ordering
License Renewal
Services
Home

Important Resources

Available for download at georgia.gov – State Government/Intergovernmental Services/Joining georgia.gov Guide

georgia.gov Style Guide

This guide breaks the brand down into several individual aspects, providing specifics and recommendations on proper usage in order to achieve this goal. This styleguide is a reference designed to establish and support the brand of all georgia.gov entities and affiliated state organizations. The purpose of this resource is to maintain integrity and consistency in every aspect of the brand. The guide addresses basic design issues and content specifics for all current media available.

georgia.gov Linking Standard

To establish the conditions under which external entities are permitted to establish links to the georgia.gov pages. To establish criteria for the appropriate use, placement and removal of links on georgia.gov portal pages. To affirmatively state and preserve the legal status of the georgia.gov web portal as a “non-public forum” for the posting of government information and services.

georgia.gov Subportal Training Manual

Updates are made frequently to this manual so we have provided an online PDF version of the manual that will be updated to reflect these changes. This manual steps you through using the Content Management System, discusses proper use of PDFs and Images and has reference materials to assist you with HTML, writing content, and using the Text Editor.

Content Management Channel

A complete list of information about content delivery is provided to guide you through all the stages of requesting, planning, preparing and deploying a subportal website.